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**SECTION 31. Economic research, finance,
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FORMATION OF BRAND NON-ALCOHOLIC BEVERAGES

Abstract: *In this article, the extension of the product life cycle is comparable to the need to create a strong product brand, the importance of brands in the company, the diversity of brand scientists, brand elements and the concept of a "national brand".*

Key words: *brand, market structure, brand, national brand, association.*

Language: *English*

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Introduction

The population and their needs, in turn, need to increase the types and assortments of products to meet these needs and to extend the life cycle of the product, which in turn creates a strong brand of product. In recent years, as in other sectors of the economy, the number and range of products in the YMD market is increasing. New products and new brands with them appeared. This, in turn, creates a sharp competition among them. The development of high technology and technology has transformed the modern business world into competitive brands, thereby creating advantages for the market. One of these advantages is the strong brand of enterprise. Modern brands have become an important component of company activity. Brand brands make sure they have a certain level of reliability and reliability. Brands have strengthened their consumer perceptions strategies. Brand is a businessman for a particular product. The brand is multifaceted and abstract. The economically objective definition of this category is only possible with regard to the views of prominent theorists and practitioners.

Literature review

In spite of the fact that television advertising significantly influences the choice of consumers, relatively few researchers include this factor in empirical studies on the study of consumer demand factors. In particular, demand researchers in the carbonated soft drinks market include factors such as the price of the product, the nutritional characteristics of the beverage (for example, calorie content, sugar

content, sodium content (sodium citrate), caffeine content, the content of a certain food additive) in the demand model. However, the authors of many studies have gradually come to the conclusion that the nutritional characteristics of beverages are not the most significant factors in consumer demand. Insufficient research on the impact of television advertising on demand can be associated with the problem of finding suitable data, as well as with the difficulties of modeling. In the event that such a demand factor as television advertising is included in the model, the authors often assume that the demand for a specific grocery brand, as a rule, depends only on the advertising of this brand. For example, in studies by Nevo (2001), and Dubé et al (2005), the effect of television advertising on the demand for various brands of cornflakes (ready-to-eat breakfasts) is examined. The authors introduce the premise that the demand for a specific brand of corn flakes depends solely on the advertising of this brand. At the same time, a rather rigid restriction of research arises, as this premise can not be reconciled with the actual situation in the corn flakes market. In reality, the advertising of one brand can, one way or another, affect the demand for other brands.

The authors of several other studies, in addition to such a factor as television advertising of the brand itself (let it be brand j), include in the model of demand for brand j such factors as advertising of other brands that are accepted as perfect substitutes for brand j. In doing so, the authors use the linear form of the model, which initially includes the premise that brand advertising has a permanent



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impact on scale. That is, if the number of advertisements for brand *j* is increased twice, the demand for products under brand *j* will also double. This premise of the authors is also poorly consistent with reality. The theoretical basis of this research consists of the works of domestic and foreign scientists; monographic works, scientific publications, research papers, publications in the Russian periodical press. When writing the article, the works of foreign authors on the problem of brand building were studied and used Anderson S.P., A. de Palma, [17] personality and brand values, problems management of brands by Berry S. [18], Cramer J.S. [19], Dubé J., Hitsch G., [20], Fantuzzi K.L.[21], Li X., Lopez R.A. [22], on the issue of advertising Nevo A. A [23,24], Thomas L.G. [25], Tulin E., [26], Zmuda N., Sandor Zsolt.

The works of the authors of the CIS on the creation of the brand Badin A.V. [2], Golubkov E.P. [3], Sadriev R.D. [5], Chernatoni L. [7,8], Groshev I.V. [9], Karpova S. V. [10], Seregina E.V. [11], T. Lane, E. Semenova [12], Zakharychev L.S.[13] and other issues directly or indirectly related to the creation and management of the brand .

Analysis and results

Most of the carbonated soft drinks market in the United States is shared by three major international

companies: Coca-Cola Company, PepsiCo Inc. and Pepper Snapple Group. Annually, the three most popular companies for the production of carbonated soft drinks invest more than \$ 600 million in advertising their own products in the US, which is more than \$ 1 million a day. The top ten best-selling brands of carbonated soft drinks in the US has not changed much in the last ten years. In order of decreasing number of annual sales, the first ten most popular brands of carbonated soft drinks in the US are presented in Table 1.

In the United States, carbonated soft drinks are also the leading product category in terms of the magnitude of marketing spending aimed at advertising for children (2-11 years) and adolescents (12-17 years). Such marketing expenses amount to about \$ 500 million per year. For comparison, the second place in the ranking of the most advertised products in the US is occupied by restaurant products (for example, McDonalds), for advertising of which manufacturers spend about \$ 290 million annually, which is almost half the cost of advertising carbonated soft drinks. Carbonated soft drinks remain the most popular category of soft drinks in the US, which is understandable by the astronomical amounts of marketing expenditures of companies producing carbonated soft drinks. [4]

Таблица 1

Top-10 best-selling carbonated drinks brands in the US (2012) [14]

Rate	Name of brand	Name of company
1	Coca-Cola Classic	Coca-Cola Company
2	Pepsi Regular	PepsiCo Inc.
3	Coca-Cola Diet	Coca-Cola Company
4	Pepsi Diet	PepsiCo Inc.
5	Mountain Dew Regular	PepsiCo Inc.
6	Dr. Pepper Regular	Dr. Pepper Snapple Group
7	Sprite Regular	Coca-Cola Company
8	Fanta Regular	Coca-Cola Company
9	Mountain Dew Diet	PepsiCo Inc.
10	Dr. Pepper Diet	Dr. Pepper Snapple Group

Generally, the brand has been created and is now available to the public in accordance with existing marketing laws. In some places, branding is more than just marketing. Generally, branding comes out of its range because it includes components that are not part of the marketing. Speaking about human perception, branding should use psychological information. If we take into account the external brand of the brand, then we must take into consideration the brand and its organizational theses

in marketing. Not only in all markets, but also in branding, which clearly distinguishes marketing. In some cases even branding is unhelpful. If the product is considered brand, then:

- 1) 75% of buyers;
- 2) 75% of targeted viewers can be named only by one trade mark;
- 3) At least 20% of the targeted audience uses it regularly;

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4) at least 20% of the targeted audience can clearly identify the key features of the brand;

5) the product is available at least 5 years in the market;

6) In any case, buyers pay more products than similar products in the category.

Thus, if 60% of buyers know your product, then this product has its own brand and 20% is not a brand.

The brand has to meet several criteria to rank the "Most Valuable Brands" rating;

1) the brand must contact the end user.

2) the company should not be a monopolist;

3) the financial information of the company should be known to the public;

4) financial indicators should be positive;

5) Marketing information should be transparent in the required volume. At present, every country is trying to create a national brand of its products. The national brand is important for the evaluation of the country and the economy, as well as the evaluation of the consumer rights of a number of goods and services. In this regard, the improvement of national brands may be included in some of the supporting countries.

It is widely used in Uzbekistan for the development of the beverage market, the formation and expansion of national brands.

<p>S</p> <ul style="list-style-type: none"> - Comfortability of the natural climate, the growth of various fruits and vegetables throughout the year - Presence of long-term experiments - Availability of basic technics - Availability of professional staff - Availability of consumers 	<p>W</p> <ul style="list-style-type: none"> - Problems with cheap shipping on export - Strength of competitors, lack of competitiveness - Poor consumer confidence. - Poor brand name and availability of management.
<p>O</p> <p>Increased demand for liquor. The cheapness of the rewards. Increasing the range of innovative and health-conscious products. Collaboration with world famous brands. Acquisition of new markets. Population growth. Availability of a new channel video.</p>	<p>T</p> <ul style="list-style-type: none"> - Availability of products for healthy ingredients. - Creating new blanks for staplers. - Increase competitiveness.

Multi-branding as the main engine of business.

Multi-branding is one of the most popular branding strategies used universally. Despite this, the phenomenon of multi-branding is still very poorly understood. The reason is simple, companies do not want to disclose their methods of doing business. You can understand them. But after all, managers need to constantly adjust and change their brand pools, adapting them to modern realities. Therefore, the study of the phenomenon of multi-branding will certainly be useful. Everyone knows that multibranding offers great opportunities for business development, primarily because a certain brand simply can not meet all the requirements of consumers in all the numerous segments of the market.

The strategy of multi-branding is one of the most effective. But for a qualitative result, certain

professional skills of brand managers and continuous market control are necessary.

Brand strategies are of great importance to companies, because the brand is seen as the engine of business. To date, this component of business is recognized as the main one, since it helps to achieve significant results and ensures the recognition of the company and the loyalty of consumers.

The choice between a monobrand and a multi-brand depends on a huge number of internal and external factors: the type of market on which the company already works or is just planning to conduct business, the type of the company: national or international, public or private? It is also important to position the brand on the market. How big are the existing brands? Are they developing or are in decline? Does the brand structure allow to expand the range of products and then differentiate it? Most markets provide ample opportunities for multi-branding, but, quite understandably, mono- or global brands also have high competitiveness, they are active and succeed in winning various market

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segments. One of the most important factors affecting the brand strategy is the current economic situation in Europe. Since economic growth in most countries is currently negative or, at best, stable, one can see a shift towards discounters in most consumer markets.

Many of the existing markets really can not afford (because of the initial positioning) to penetrate this segment, and therefore there are new brands easily entering the discounter area.

Analyzing the branding plans of various companies, there are several reasons for the development of multi-branding:

- a monobrand can not cover all segments of the market
- markets are clearly separated
- the development of a more diversified brand makes it possible to satisfy the needs of various groups of consumers
- the number of product distribution channels increases
- the spread of prices for products (from the lowest to the highest)
- the risks of the company are reduced. Multi-branding is not just the creation of several brands within one company. To achieve success, agree on the following items. Clearly developed strategy should be in place and justified by the principles of management. The division of the market should allow each brand, penetrating into a new segment, to have distinct differences from others. All these segments of the market should represent a certain economic interest. The company owning the rights to the brand should be structured and clearly focused on this strategy. The management unit should be ready to invest in each of the new brands.

There must be a firm commitment to achieve high efficiency associated with all of the company's brands. Almost all market sectors and most major manufacturers actively use multibranding strategies. In the banking and insurance sector, multi-branding is the main strategy; FMCG sector leaders such as Unilever, Nestlé, Masterfoods, Interbrew, L'Oréal, P & G, Henkel and others actively use multi-brand strategies in their very diversified markets (ice cream, body and hair cosmetics, beer, snacks). In other large segments of the market, such as beverages, airlines, tobacco, most manufacturers are actively using multi-branding to gain serious positions. Even retailers use multi-brand strategies, for example, in the DIY sector. Chemical companies such as Akzo Nobel, Bayer and DuPont.

And, most interestingly, most car companies use this strategy, and this practice is becoming more popular. On the one hand, we see completely different multi-branding projects, like Toyota and BMW (cars and motorcycles), on the other hand - the branded pool of General Motors, where brands often

overlap. And so the price difference is always understandable to consumers.

It can also be argued that VW Group is experiencing some internal contradictions with its multi-brand portfolio. Such brands as Skoda and Seat have become prestigious, adjusting quality, innovation and design in their policies. Thus, these brands began to compete with the company Volkswagen, which for many years suffered from the lack of proper innovation.

The implementation of a multi-brand strategy requires significant labor and large financial investments, as well as serious scientific research for each brand separately. Whether a separate marketing program and sales organization will be required for multi-branding depends on the structure of the company and on the complexity of a specific market segment. Here are seven basic rules for conducting a successful multi-brand company:

- Clearly developed strategy
 - Segmentation and positing should be separated
 - A new market segment should be of economic interest
 - The organization plan should be structured and separated from the strategy
 - Each performer must have clear responsibilities to cover all brands
 - The management unit of the company should be ready for serious financial investments
 - The company must control all brands
- Struggle for the most positive result.

Such a struggle requires a large number of skills, constant monitoring and support from the management unit and the marketing department. The real success is achieved by the company (and their brands), which show a genuine interest in the change of consumers and buyers. Most believe that successful companies are interested in all aspects of the market, but in practice it turns out that the winner is the one who trumps dominates in this or that sphere.

Proceeding from this, we can say that multi-branding is one of the essential bricks from which a competitive marketing campaign is formed, as it allows companies to create a diverse brand portfolio that takes into account the requirements of all consumers. In addition, if a certain segment of the market is already won, multi-branding will help to seriously increase sales, and accordingly, profits.

Conclusion/Recommendations

Confirmed the author's assumption about the significant influence of television advertising on the choice of a consumer brand carbonated soft drink. Empirical results show that television advertising of the brand plays an important role in increasing the demand for the advertised brand. This is consistent

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with the results of other researchers of demand factors in the market for carbonated soft drinks. The hypothesis was confirmed that television advertising of the brand undermines the demand for brands of competitors. The results obtained by the authors of Lopez et al (2013) also showed that television advertising of brands belonging to competing companies negatively affects the demand for brands of the manufacturer. This points to the importance of taking into account the "competitive effect" of television advertising in the model of consumer demand in the market of carbonated non-alcoholic beverages.

The results of the study showed that the company's television advertising also has a positive effect on the demand for carbonated soft drinks under brands belonging to the advertised company. This conclusion is also consistent with the results obtained by the authors of the study Li et al (2012). Empirical results of the study showed that consumers are positive about the characteristics of carbonated soft drinks, such as sugar content and caffeine content in the beverage. However, they attach a negative value to characteristics such as the price of a carbonated beverage, the calorie content of the drink and the sodium citrate content of the beverage. Thus, it can be concluded from the obtained results that the costs of companies producing carbonated soft drinks for advertising their own brands are justified, since television advertising is indeed a

factor in consumer demand. Therefore, a small practical recommendation to companies that produce carbonated non-alcoholic drinks may be a recommendation to follow the "advertise" strategy. This will allow producers to increase their revenues (due to the growth in demand), as well as reduce the demand for brands of carbonated soft drinks owned by competing companies. You can also specify several directions for further research. First of all, it is possible to study the possibilities for using a multinomial discrete choice model with random coefficients, which would complicate the research carried out in this work, namely, to take into account the behavioral characteristics and socio-demographic characteristics of individual consumers. Secondly, you can build a model on the panel data, in order to track the presence or absence of the dynamics of the influence of advertising on consumer choice and demand. Thirdly, an interesting direction of further research can be a study of the impact of online advertising on demand in the presence of relevant data, as this type of advertising is becoming increasingly popular. In addition, you can consider the influence of advertising on the demand of a specific product brand, which would be interesting not only for market researchers, but for specific companies - representatives of this market.

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